Connections are currency, so build your LinkedIn riches. Shoot for around 300 connections to look popular, but focus more on engagement than big numbers.

The key to LinkedIn domination is being active and visible. Don’t just create a profile and walk away! Log in regularly to comment, like, post and engage. Spotlight your expertise with #hashtags and increase your keyword dictionary.

Content variations could span a diverse spectrum of topics.

A recent publication in the field showcasing pertinent insights.
A recent engagement at a conference or seminar.
Details on a current project underway.
News of a recent promotion, transfer, or role change.
Highlights from a recent certification.
Notable achievements or contributions within the domain.
Insights gained from attending a key seminar or event.

Use the STAR method to make experiences shine:
Situation, Task Action and Result. Quantify and qualify results when possible. This methodology powerfully conveys your skills and wins.